

Diploma thesis Stars, points, percentage: the influence of critics reviews on the Czech cinema attendance aims to verify whether reviews and critics in printed and electronic media affect how many viewers see the movie in the cinema. Besides this main question, this study is also focused on other hypotheses associated with the general notion that a professional film critic, as an expert, has higher demands on audiovisual works, and therefore films rated in professional journals have a lower rating than when they are evaluated in the media intended for the general public. The theoretical framework of the thesis briefly deals with the definition and historical development of criticism at first in general and then with the critics and reviews of film. It also outlines the evolution of cinematography and film as media and art. In addition, some other factors that may affect cinema attendance are mentioned. The last passage summarizes the current foreign and domestic studies and works dealing with similar topics. In the research part, all the films that premiered in our country from 2006 to 2015 were analyzed by the quantitative method. There were almost 2,300 films, which were reviewed in Cinepur and Cinema magazines, on iDNES.cz and aktualne.cz news servers and Moviezone.cz, Kinobox.cz and ČSFD web portals. Using an econometric model as well as a procedures from the field of testing statistical hypotheses, the basic hypothesis that the media evaluation has an impact on cinema attendance, although not significant, was confirmed. The assumption that professional periodicals can be considered elitist was also confirmed, as the impact of their evaluation on cinema attendance is negative.